C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 7

PROVIDING
INFORMATION &
ENTERTAINMENT
PROGRAMMING
TO OVER 3,000 OF
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RADIO STATIONS

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59th Year 1990

Fox waiver comes to a boil

Broadcasting May 7

Vol. 118 No. 19

27/ Cable bill '90: time is running out

Chances are dimming for cable reregulation bill this year. With fewer than 45 legislative working days between now and when Congress is slated to adjourn in early October, it appears that legislation may stall in Senate and never gain momentum in House.

28/ Fox to get limited fin-syn waiver

FCC grants Fox Broadcasting limited waiver of financial interest and syndication rules, allowing it to expand to 18½ hours in fall; Fox affiliates get PTAR waiver to air off-network shows in access.

29/ Independents show revenue gains

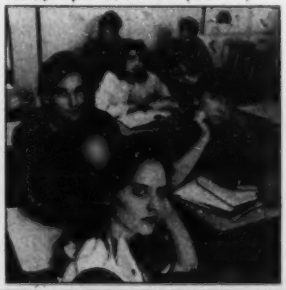
Double-digit revenue increases appear to be norm for independent stations—both Fox and nonFox.

31/ SENDING A MESSAGE OVERSEAS

Directors of two major U.S. international broadcasting services—Radio Free Europe/Radio Liberty and Voice of America—say they are not ready to turn over responsibility of delivering America's message abroad to commercial broadcasters.

32/ FOX TAKES CHANCE ON 'TRIBES'

Fox-owned station group's in-house production unit is betting on younger-skewing soap opera, *Tribes* (below).



33/ NEW VENUES

Brent Musburger signs with ABC. CBS Sports commentator Will McDonough joins NBC.

37/ NBC'S PROGRAMING PLAN

Network will probably add another night of series programing to its fall lineup in place of movie night.

37/ PBS SUMMER

Public Broadcasting Service kicks off its summer season in June with three-part special hosted by ABC *Nightline* anchor Ted Koppel.

42/ BRITAIN'S NEWEST TV SERVICE

British Satellite Broadcasting overcomes delays to launch its flagship movie service.

44/ NAB TRIES TO BLOCK PACTEL BID

NAB uses deposition of expert witness for Pacific Telesis in unrelated case as reason to deny Pactel's request to acquire Chicago cable TV system.

36/ SITCOM PRICE BREAK

Abundance of off-network situation comedies appears to herald decline in license fees for many shows new to marketplace.

Among comedies hitting airwaves in syndication this year is 'The Hogan Family.'

46/ RADIO'S OUTSIDE MONEY MAKERS

Radio stations sponsor such events as health, financial, food and sports fairs to benefit station, advertisers and listeners.

48/ BATTLE PAGES

Ever since Crown Broadcasting filed its proposal to move WHMA(FM) from Anniston, Ala., to Atlanta suburb, there has been raft of petitions filed at FCC against it. Crown's Tom Gammon and Cox Enterprises' Mike Faherty address FCC's move-in policy and controversy surrounding Crown's proposal.

51/ NBC-GM AD DEAL

NBC and General Motors announce multi-year agreement said to be worth $500 million, including spots on TV network, CNBC and SportsChannel America.

51/ YEAR OF CHANGE FOR CYCLE-SAT

Although Cycle-Sat lost money last year, its president says 1990 will be year that company gets into black.

55/ HEARING ON TOBACCO ADS

Representative Thomas Luken questions networks on legality and propriety of covering sports events sponsored by cigarette manufacturers.

79/ EXPANDING UNIVERSE

Donald Mitzner, president of Group W Satellite Communications, was once active in aerospace program and automotive accessories business. Now his efforts are turned to cable industry.

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BY THE NUMBERS 1

Two made-for-television movies were rated among the top 10 network prime time shows in the first week of the 1990 spring/summer season. CBS's Sunday night movie (April 29), a *Hallmark Hall of Fame* presentation, ***Caroline?***, won its time period and was fourth overall with an average 19.4/30 from 9 to 11 p.m.

The same night, NBC's ***Fall From Grace***, about the exploits of Jim and Tammy Bakker's TV ministry, was second in its time period and ninth overall, with an average 17.6/27. ABC's movie that night, ***Summer Dreams: The Beach Boys***, lagged behind with a 10.6/16.

NBC won the week in prime time, with an average 12.9/23, followed by ABC's 11.4/20 performance and CBS's 11.1/19. NBC won Tuesday, Wednesday, Thursday and Saturday. CBS won Monday and Sunday and ABC took Friday.

ABC's ***America's Funniest Home Videos*** was the highest rated show of the week, with a 22/36. ***Cheers*** was second and ***A Different World*** was

"By the Numbers" continues on page 16.

RATINGS ROUNDUP

Week 3: Apr. 23-Apr. 29

Ranking	Network	Show
1 ▲	22.0/36	A *Amer. Funniest Videos*
2 ▼	21.2/34	A *Cheers*
3 ▲	14.6/24	A *A Different World*
4 ▲	19.4/30	C *Sunday Movie: Caroline?*
5 ▼	19.2/28	N *Cosby*
6	18.8/29	N *Seinfeld*
7 ▲	18.4/28	C *60 Minutes*
8 ▲	17.6/27	N *Sunday Movie: Grace*
9 ▼	17.6/26	N *Wings*
10 ▼	17.5/32	C *Unsolved Mysteries*
11 ▲	17.1/28	N *L.A. Law*
12	17.0/26	A *Tim Conway: Funny Amer.*
13 ▲	16.4/28	N *Seinfeld*
14 ▼	16.3/26	N *Empty Nest*
15 ▲	16.2/26	C *Murder, She Wrote*
16 ▼	16.1/27	A *Roseanne*
17 ▼	15.8/26	N *Golden Girls*
18 ▲	15.6/25	C *Married...With Children*
19 ▼	15.2/25	N *Hunt for the Night*
20 ▼	15.0/25	A *Coach*
21	14.9/27	N *Manners, Etc.*
22 ▲	14.7/25	A *Dudley Moore, M.D.*
23 ▼	14.6/24	N *Carol & Company*
24	14.6/25	C *Kate Loves a Mystery*
25	14.4/24	N *Cosby Kids Awards*
26 ▼	13.9/23	A *Full House*
27 ▲	13.7/24	A *20/20*
28 ▼	13.5/23	N *Matlock*
29 ▼	13.0/22	N *Murphy Brown*
30 ▲	12.9/23	A *Family Matters*
31 ▼	12.9/24	N *Wish Kid Be Nice!*

Week 3: Apr. 23-Apr. 29

Ranking	Network	Show
32 ▼	12.7/21	C *Designing Women*
33 ▼	12.2/21	N *Dear John*
34 ▲	12.7/21	C *Jake and the Fatman*
35 ▲	12.5/23	A *Growing Pains*
36 ▲	12.5/22	A *Just for the Fun of It*
37 ▲	12.5/23	A *Perfect Strangers*
38	12.2/23	A *Funny Man: Comedy*
39 ▼	12.2/21	A *Head of the Class*
40 ▼	11.9/21	C *Davidson*
41	11.8/21	C *Bonanza: Ult. Gold*
42 ▼	11.7/21	C *Dallas*
43 ▼	11.6/22	N *Dear John*
44 ▲	11.6/19	A *Marshall Chronicles*
45 ▼	11.5/19	A *Side Roads*
46 ▼	11.2/21	C *Knots Landing*
47	11.2/20	A *Nightmare on Elm Street*
48	10.9/19	A *Sunday Movie: Brass Ring*
49	10.8/19	C *Dallas Cowboys*
50 ▼	10.6/17	A *Cops, Cops 2*
51 ▼	10.4/19	A *Wonder Years*
52 ▼	10.4/18	A *Baseball Today*
53 ▼	10.2/18	A *Road Rules*
54 ▼	10.0/18	C *Major League*
55 ▼	9.8/17	A *Hollywood Squares*
56 ▼	9.7/17	A *Baseball Tonight*
57 ▼	9.6/16	A *Coach*
58 ▼	9.5/16	A *Wonder Years*
59 ▼	9.4/17	A *Full House*
60 ▼	9.3/16	A *Baseball Tonight*
61 ▲	9.7/16	F *Opal Beads*
62 ▲	9.6/16	C *Paradise*
63 ▼	9.5/16	A *Big Blue*
64 ▲	9.5/16	A *Coach*
65	9.5/16	A *Saved by Bell*
66	9.4/17	A *Family Ties*
67	9.1/16	A *Saved by Bell*
68 ▲	9.1/16	A *Step by Step*
69 ▼	9.0/14	C *Air Wolf*
70 ▼	8.9/16	A *Matlock*
71 ▼	8.8/15	A *Hogan Family*
72 ▼	8.7/15	A *Step by Step*
73 ▼	8.6/15	A *Empty Nest*
74 ▼	8.5/15	A *Baseball Today*
75 ▼	8.4/15	A *Golden Girls*
76 ▼	8.3/15	A *Empty Nest*
77 ▼	8.2/14	A *Golden Girls*
78 ▼	8.1/14	A *Hogan Family*
79 ▼	8.0/14	A *Baseball Today*
80 ▼	7.9/14	A *Golden Girls*
81 ▼	7.8/14	A *Hogan Family*
82 ▼	7.7/14	A *Empty Nest*
83 ▼	7.6/13	A *Golden Girls*
84 ▼	7.5/13	A *Hogan Family*
85 ▼	7.4/13	A *Empty Nest*
86 ▼	7.3/13	A *Golden Girls*
87 ▼	7.2/13	A *Hogan Family*
88 ▼	7.1/13	A *Empty Nest*
89 ▼	7.0/13	A *Golden Girls*
90 ▼	6.9/13	A *Hogan Family*

FREEZE FRAMES: Syndication Scorecard

Week ended Apr. 22

Rank	Program	Syndicator	Rtg	Stns	Covg
1			13.8	233	99
2			11.8	219	98
3			8.9	217	99
4			8.8	232	98
5			8.3	204	98
5			8.3	209	92
7			8.1	194	96
8			7.9	180	96
9			5.9	227	98
10			5.3	170	96
11			5.0	176	96
11			5.0	161	91
11			5.0	184	92
14			4.9	113	82
15			4.8	136	86
15			4.8	189	98

The following shows were rated, but not ranked

			5.9	162	93
			8.4	251	97

Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs[1]	TOTAL*

CABLE†

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

third. *The Cosby Show* was fifth and a repeat of *Roseanne*, top-rated for the season, placed seventh.

ABC's *Twin Peaks*, which has gotten generally favorable notices from the nation's TV critics, took a tumble in the ratings its fifth time out. On Thursday, April 26, *Peaks* was second in its time period (9-10) with an 11.3/18, and 45th among prime time shows for the week. The show was, however, still in the top 20 among women 18-49.

MarketScope

Most media stocks managed to participate in the improved market performance which saw the S&P up 6% since the previous Wednesday. Television network stocks CBS and Capcities/ABC showed little movement, despite positive options activity, perhaps based on upgraded recommendations from several securities analysts. Leveraged small-capitalization broadcasters did not fare well last week: Price Communications was off 17% to near 52-week low, at 3⅝, while Ackerley Communications dropped 11% to new low at 4¼. Seattle-based Ackerley last week released first-quarter results showing increased loss. Most cable operator stocks were up, with Cablevision Systems (CVC) jumping 15% to 24¼, despite lower S&P rating, to CCC, on senior subordinated debt of CVC subsidiary Adams-Russell. Adelphia was one of few cable operators declining, 5% to 10½. Among group owner/publishing stocks bucking trend were Meredith, down 6% to 27, and News Corp., down 3% to 14⅞. IDB Communications was up 15%, to 9⅝, on news that Swissair had agreed to joint venture and purchase of 5% stake at $13 per share. C-Cor Electronics was up 17% to 12¾; cable equipment manufacturer recently reported improved quarterly earnings. King World Productions continued to fall, 7%, to $32. MGM continued to fall slightly, to $17, despite $20-per-share tender offer, which was extended for week.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

STOCK INDEX 2

	Closing Wed May 2	Closing Wed Apr 25	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING						
A (AFI) All American TV	5 3/8	3 3/8		00.00		4
A (CAI) Color Systems	2 1/8	2 1/2	– 3/8	– 15.00	-2	12
A (DISN) Walt Disney	8 3/4	5 7/16	3/16	03.74	25	47
A (GEN) Viacom	111 1/4	111 1/4		00.00	21	15,040
A (PSO) Pearson Inc.	7 1/4	6 7/8	3/8	05.45	27	131
A (RHI) Robert Half Int'l.	1 3/4	1 3/4		00.00	-2	8
A (RUS) Rollins Environ.	1	1 1/8	– 1/8	– 11.11		7
A (TMP) Time Warner	7 1/8	7 1/4	– 1/8	– 01.72	-79	639
A (WPO) Wang Wtd	33	34 3/8	– 2 3/8	– 06.90	10	906
A (WSNS) Wang Real Estate Inv.		1/8	1/32	25.00		0
A (WSU) WSNA	56 7/8	57	– 1/8	– 00.21	21	4,178
A (WWW) WWW/USA Common	17	17 1/4	– 1/4	– 01.44	-22	885
A (WWS) Wilkes Stirling	5 5/8	5 3/4	– 1/8	– 01.85		28
A (WWTI) Watertight Network	7/8	7/8		00.00	-1	4
A (WPO) Orion Pictures	19 3/4	20	– 1/4	– 01.25	24	359
A (PCI) Paramount Common	47 1/4	45 3/4	1 1/2	00.27	26	5,815
A (PLA) Playboy Ent.	12 5/8	12 7/8	– 1/4	– 01.94	-78	116
A (QVCN) Qvision Ent.	1 1/4	1 1/4		00.00		35
A (REVC) RVC Network	10 1/4	10 3/8	– 1/8	– 01.20	29	154
A (RVSN) Reeves Telecom	4 3/4	5 3/4		00.00	-5	85
A (SPCA) Republic Pic. 'A'	9 1/2	7 3/4	3/4	09.67	36	86
A (SPCB) Republic Pic. 'B'	7 1/4	7 3/4	– 1/2	– 06.45	80	20
A (SPI) Spelling Entertainment	8 5/8	7 1/8	1 1/2	21.05	35	268
A (VWEB) Video Jukebox Net.	6 1/8	6 1/4	– 1/8	– 02.00	-24	57
A (WWDB) Wellington Dev.	6 3/4	6	3/4	12.50	-4	99
SERVICE						
A (ADVO) Advo-System	5 3/8	3 5/8		30.00	-2	20
A (CCN) Comcorp & Wick	14 1/2	15	– 7/8	– 05.83	30	177
A (CCC) Comsat	39 3/8	31 1/2	7 7/8	25.00	6	488
A (DMD) Dun & Bradstreet	45 1/4	44 1/2	3/4	01.68	14	8,376
A (FCB) Foote, Cone & B.	49 3/8	39 5/8	– 1/4	– 00.63	14	360
A (GRTY) Gray Advertising	153	153		00.00	14	175
A (HSKO) Hill & Knowlton	9 1/8	8	1 1/8	20.31	26	47
A (IPG) Interpublic Group	29 7/8	31	– 1 1/8	– 03.62	14	1,031
A (JWTA) Jordan Manoff	22 7/8	23	– 1/8	– 00.54	12	800
A (MCRL) Marcor	31 1/2	31 1/2		00.00	14	1,000
A (MDP) Meredith	39 1/2	39 1/2		00.00	14	1,000
A (OMC) Omnicom	39 1/2	39 1/2		00.00	14	1,000
A (SAA) Saatchi & Saatchi	4 3/4	4	3/4	18.75	-4	1,707
O (TLMT) Telemation	3 1/2	3	1/2	16.67	3	11
A (UNV) United Video	8 1/4	8	1/4	03.13	46	429
CABLE						
A (ATN) Acton Corp.	12 3/8	11	3/4	06.82	9	13
O (ATCMA) Am. TV & Comm.	34 1/4	33	1/4	00.76	38	3,704
O (CTEX) C-Tec Corp.	18 1/4	17	3/4	04.41	57	311
A (CVC) Cablevision Sys. 'A'	34 1/2	31	3 1/2	11.29	9	934
A (CTY) Century Comm.	7 7/8	7	1/8	01.79	-9	514
O (CMCSA) Comcast	12 3/8	11	7/8	12.50	-8	1,418
A (FAL) Falcon Cable Systems	14 3/8	14	7/8	02.68	-10	91
O (ACN) Acton Interstate	3 1/4	3	1/4	08.33	-3	102
R (KBH) Knight-Ridder	47 1/2	47	1/8	00.27	12	2,441
T (RCLA) Rogers Comm. 'A'	13 1/8	13	1/2	– 2.78	– 17.50	-21
T (RCLB) Rogers Comm. 'B'	8 1/4	8	1/8	– 1.54	– 07.69	-14
O (TCAT) TCA Cable TV	14 3/8	13	1/4	1.14	08.43	33
A (TCOMA) Tele-Communic.	12 7/8	12	3/8	1/4	01.96	-17
R (TWX) Time Warner	93	92	1/2 –	1/2	– 00.54	-21
O (UAEGA) United Art. Ent. A	13 3/4	12		3/4	06.25	-9
O (UAEGB) United Art. Ent. B	13 7/8	12	1/4	3/8	05.10	-6
N (VIA) Viacom	45 1/4	44	7/8	2.80	00.83	21
N (WU) Western Union	9/16	9/16		00.00		37
EQUIPMENT & MANUFACTURING						
N (ARR) Arvin Industries	19	19	3/4 –	3/4	– 03.98	14
N (ARV) Arvin Industries	19 3/4	15	5/8	1/8	00.80	25
O (CCBL) C-Cor Electronics	13 3/4	10	7/8	1 7/8	17.24	11
R (CHY) Chyron	2	2			00.00	-11
A (COX) Cohu	10	10	1/8 –	1/8	– 01.23	8
N (DIO) Dionics Corp.	37 7/8	37	3/4	1/8	00.33	20
N (GRL) Gen. Instrument	31 1/4	32	1/4 –	1	– 03.10	10
N (GE) General Electric	54 3/4	54	3/8	3/8	00.56	14
N (HRS) Harris Corp.	30 1/8	31	–	7/8	– 02.82	37
N (IRM) IRA Corp. Inc.	3 5/8	3	3/8	1/4	07.40	
R (IV) Ithaca IV Instru.	12 1/8	12	1/8	1/8	– 00.99	3
N (MMT) Matthews Instru.	4 1/8	3		1/8	– 06.35	60
O (MCDY) Microdyne	5 3/4	5	1/2	1/4	07.14	125
O (MOSY) Mosaic Common	3 3/8	3	1/8	1/8	– 03.57	9
N (MOT) Motorola	71 1/2	67	1/2	4	06.82	18
R (SAA) Sat Industries	1	1			00.00	-33
A (PPC) Pico Products	1 1/8	1	1/8		00.00	-1
N (RFS) RF Monolithic	23 1/4	22	1/8	1 1/8	05.08	13
N (TEK) Tektronix	64 1/8	61	1/8	3	05.85	21
N (VSE) Vitron Assoc.	13 1/8	13	3/8 –	1/8	– 01.56	-12
O (WAVE) Wavetek	34 3/4	33	7/8	7/8	02.68	15
O (WWAV) Wavetek	1 5/8	1	1/2	1/8	08.33	11
R (ZE) Zenith	73 5/8	73		5/8	00.85	-33
	8 7/8	8	1/8 –	1/4	– 02.79	-12
Standard & Poor's 400	366.81	367.39		2.40	0.6	

June 10-14—*Radio Advertising Bureau* management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

June 11—Broadcasting/Cable Interface IV, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

June 11-13—*New York Festivals*, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 11-13—JC Penney-Missouri community affairs television workshop, sponsored by *University of Missouri*. Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 11-14—Second management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association* and *University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

June 12-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 14-16—"Fundamentals of Cable Accounting and Budgeting," cable management program sponsored by *Women in Cable* and *Denver University*. University of Denver campus, Denver. Information: Nancy Ring, (312) 661-1700.

June 14-17—*Missouri Broadcasters Association* annual spring meeting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

June 15—*Women in Communications, Washington chapter*, Matrix luncheon. Capital Hilton hotel, Washington. Information: (202) 998-8431.

June 15-16—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

June 17-22—"Broadcast Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

June 20—"Tape restoration and preservation," speech by John Metarrazzo of Agfa-Gevart to *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

June 20-22—Advanced seminar for European radio broadcasters in management and programming, "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*, Heidelberg, West Germany. Information: (213) 850-1003.

June 20-24—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

June 21-22—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

June 21-24—20th conference on broadcast meteorology, sponsored by *American Meteorological Society*. Clarion Harvest House, Boulder, Colo. Information: (617) 227-2425.

June 21-24—*North Carolina Association of Broadcasters* summer meeting. Elbow Beach hotel, Bermuda. Information: (919) 821-7300.

June 21-24—*Society of Cable Television Engineers* convention. Nashville.

June 22—Deadline for comments to *National Telecommunications and Information Administration* on globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

June 23—Non-televised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Los Angeles, Calif. Information: (818) 763-2975.

June 23-27—1990 Development Exchange, workshops and seminars for public radio. St. Petersburg, Fla. Information: (202) 785-4321.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

June 27-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 28—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: (818) 763-2975.

The Fifth Estate

Broadcasting

incorporating

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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Open Mike

Two sides to 900 numbers

EDITOR: In your March 5 article, "Stations hanging up on party lines," your publication addressed the negative side of pay-per-call services.

The 900 industry is in its infancy and needs monitoring. However, as in any industry which provides a communications medium for the public, there exists a difficult balance between regulation and freedom of speech. This problem is compounded in an industry experiencing rapid growth and development. As providers of quality 900 services, we are happy to see that broadcasters are helping police the 900 industry. Our policy has been and will continue to be one of long-term growth and logical self-regulation. We produce no programing targeted toward children. Nor do we provide services designed to appeal to the baser instincts of the public. Rather, our focus is on entertainment, competition and information.

We regret your article did nothing to suggest the positive aspects of 900 services. Indeed, the power of obtaining a wide variety of information on demand, from any telephone, without commercial intervention (either in content or substance), may well become one of the most cherished forms of information distribution in a free society.

We are driven by the quality of our programing. We believe ultimately quality will determine success. In our industry as it has in broadcasting.—*Chas. Brent Franks, Communication & Information Services Corp., Dallas.*